

Lower Roxbury Outreach Advisory Group Meeting March 4th, 2021

In Attendance:

Chavella Lee Pacheco, Emmanuell De Barros, Jeysaun Gant, Kelly Sherman, Kenya Beaman, Kenyetta Thurston, Kimberly Cruciola, Martha Bailey, Paulette Ford, Ronald Whitaker, Karin Rose, Frank Williams

Reactions to Proposed Plans:

- Connect with heads of neighborhood associations eg Mike Kozu, Connie, Ed Gaskin, and others
- Flyers should have QR codes and be translated
- You should share the flyers with us so we can distribute the flyers to our groups
- Street captains may be a good idea to get youth involved (red shirt/blue shirt - a program from the city that employed youth during the summer.)
- Connect with LivableStreets alliance for their street ambassador program
- Youth places to connect with:
 - The Vine Center (not sure if open), the Boys & Girls Club, and the Y.
 - Schools where young people from that area go to like Blackstone Elementary

Questions for you:

- *Do you know of events happening between April and June?*
 - Graduation Events and RCC events
 - The Black Boston COVID-19 Coalition event was last weekend and they are doing another weekend in March. I think the weekend of the 13th or the 20th. Dianne Wilkerson is the best contact to confirm the next weekend dates.
- *Where are good drop off locations for flyers?*
 - Frugal Bookstore, Dudley Cafe, Joe's, and Essential Body Herbs in Nubian
 - Computer center in Lenox or Camden (Currently closed)
 - When flyering you should do it at transit stations, grocery stores,
 - Community centers like the Vine Center is open, the Boys & Girls Club and the Y would also be good to reach out to
- *Where are places with high visibility to hang signs?*
 - Along Melnea Cass Blvd
- *How do we engage people who aren't connected virtually?*
 - QR codes can be used on big post signage to link them to the project website. For safety and less contact.

- There should also be instructions in other languages of the area: Spanish, Creole (Haitian & Cape Verdean), Vietnamese, Cantonese
- A facebook group to share to: Nubian Sq: The Education District
- Even vaccination sites in Roxbury eg the Reggie Lewis Center and community health centers
- Any qualms with the following dates? June 7th/June 21st
 - No one objected

Questions/Comments from the group:

- Who are the target demographics you're trying to reach
 - Residents and groups that we typically haven't heard from, like youth...
 - So have you heard from older folks? *Yes, and we also welcome more feedback*
- It's important to get youth engagement
 - You may want to tap into the schools like Blackstone Valley and utilize social media
- Some people may not be involved in the process because the information is inaccessible thanks to jargon. We need to make sure that people understand what's going on and what they're contributing to
 - It's useful to provide community members with toolkits so people have a baseline understanding of the topic on hand that they can have on person and read at their leisure
- When creating surveys make sure there are 8-10 questions with visuals and maps. If you have questions about demographics, put them at the end. At the end of the survey plug the workshop and encourage them to tell their friends. Also make the link shareable so people can share it with their friends, and ask people to do so in the instructions.
- Surveys should also be easily translatable and there should be some sort of incentive for filling in the survey
- When hosting a workshop see if people could help speak on behalf of their friends who can't make it

Next Steps:

- We should meet end of June instead of July
 - *This means we should have the virtual meetings the week of the 7th*

Meeting Eval:

- We're plugging along, we have 15 people, and you guys are doing well!